

Communication Art & Design

Priority Admissions Supplemental Application

The supplemental application for Guaranteed Early Admission to the Communication Art & Design track consists of three additional elements (detailed in the box at right):

- An essay
- Two design problems

The deadline is January 15. Material may be submitted with the Application to the Department of Fine Arts or sent separately.

Make sure all submissions include your name and address. Submit your supplemental application material to:

CA&D Admissions
University of Louisville
Hite Art Institute
104 Schneider Hall
Louisville, KY 40292

Questions?

Contact:
Leslie Friesen
Designer-in-Residence
leslie.friesen@louisville.edu

Essay

Write a one page essay discussing the role you feel graphic design plays in contemporary society, why it is important, and why it interests you.

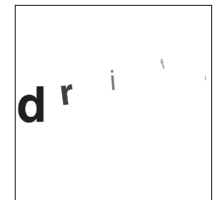
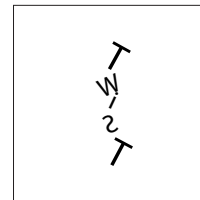
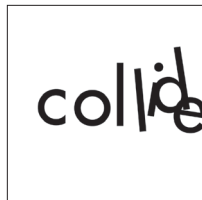


Design Problem One: Graphic Icon Drawing

Using only black and white solid areas (no cross hatching, no shades of gray), draw two different views of a teacup so that in each case, someone looking at the image would immediately recognize the subject matter.

Size: Present both drawings on a single 8.5"x 11" page. Drawings may be digital or conventional.

Above and at right, examples of work by students work on comparable Introduction to Graphic Design assignments



Design Problem Two: Expressive Typography

For this design problem, your goal is to activate the type to make it express the word it represents. All the "action" is to be carried by the treatment of the letters/word without using any photography or illustration.

- Choose three words from the list below:
choke pursue launch evade
mangle pounce hesitate inject
smash wobble squish prance
- For each word, create a 5" x 5" composition (a total of three compositions).
- Use a simple typeface such as Helvetica, Century Gothic, Trebuchet, or Verdana [**NOTE:** You may hand draw your composition, if you do not have access to a computer or familiarity with programs such as Adobe Creative Suite.]
- You may use any weight or variation of the font, such as bold, italic, condensed. Type may be any size. You can use all capital letters, caps and lowercase, or all lowercase.
- Type may overlap. You may choose to show parts of the letterform, or "cut up" the letters. Letters may be rotated or placed randomly. You may repeat the letters/word. But when the composition is complete, the word still has to be readable.
- You may NOT alter the letterforms by changing their horizontal or vertical proportions or skew the type.

	Unaltered letterform
	Vertical axis altered
	Horizontal axis altered
	Skewed letter (false italic)
- Colors: Black and white; includes gray scale. You may reverse type out of a black field.
- Give thought to the placement of your design within the frame.